



**LYNNWOOD**  
WASHINGTON

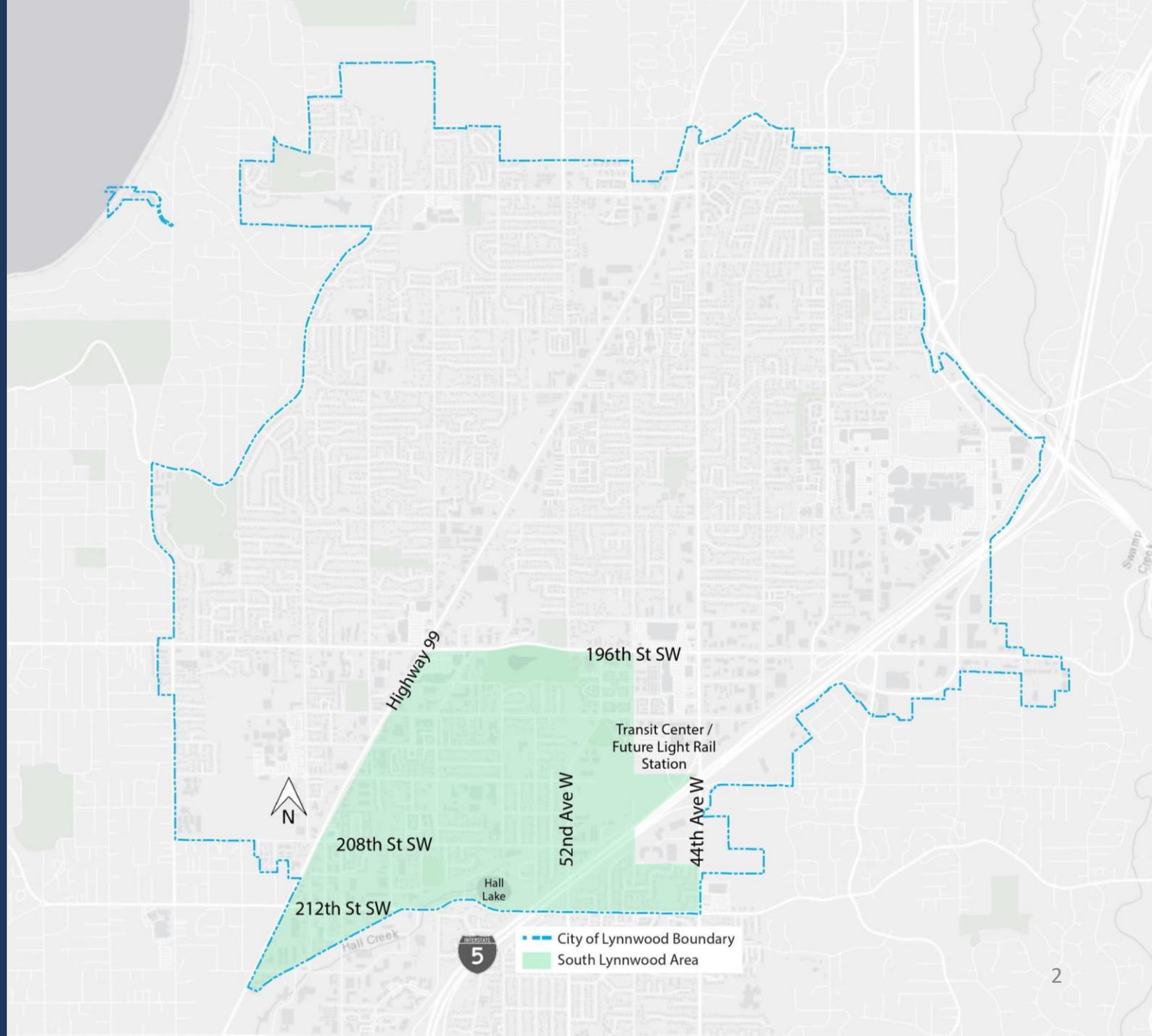
*A great deal more*

# SOUTH LYNNWOOD NEIGHBORHOOD PLAN

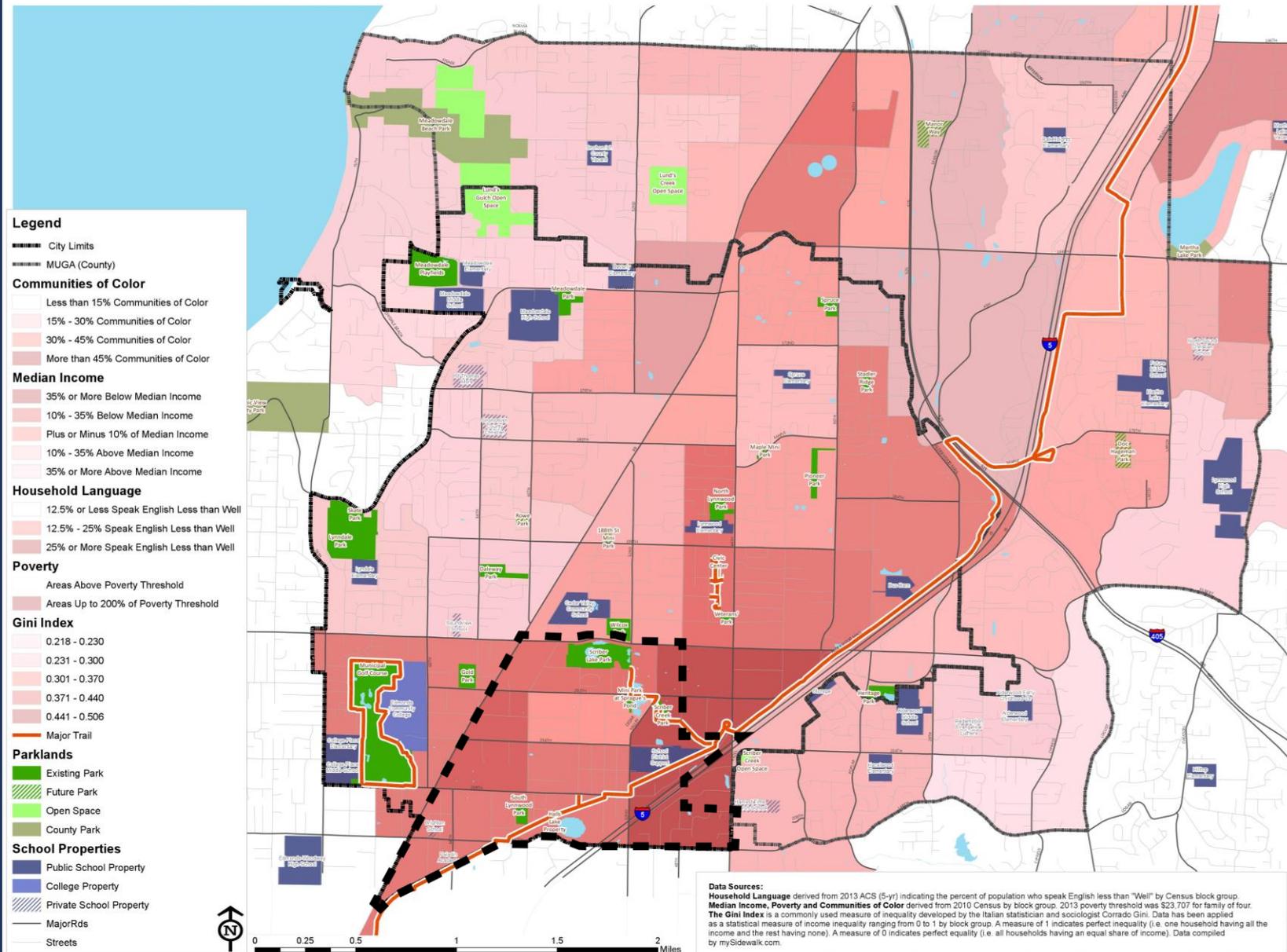
Lynnwood Planning Commission

October 24, 2019

# WHERE IS SOUTH LYNNWOOD?



# WHY SOUTH LYNNWOOD?



Equity Map – Composite Heat Map

# WHAT IS RACIAL EQUITY?

*Race can no longer be used to predict life outcomes  
and outcomes for all groups are improved.*

# RACE

## COMMUNITY PROFILE

South Lynnwood has about **twice** the percentage of **Hispanic** populations compared to the City.

Race	South Lynnwood	Lynnwood
White	51%	55%
Black	7%	7%
Native American	1%	0%
Asian	11%	17%
Pacific Islander	0%	1%
Other	0%	0%
Multi-Racial	4%	7%
<b>Hispanic</b>	<b>25%</b>	<b>13%</b>

*American Community Survey 2017*

# LANGUAGE COMMUNITY PROFILE

South Lynnwood has **twice** the percentage of adults and three times the percentage of **children primarily speaking Spanish at home**, compared to the City.

Language	South Lynnwood	Lynnwood
Language at home, children 5-17		
English only	42%	63%
<b>Spanish</b>	<b>42%</b>	<b>13%</b>
Indo-European	4%	4%
Asian/Islander	2%	11%
Other	11%	8%
Language at home, adults 18+		
English only	59%	65%
Spanish	16%	8%
Indo-European	8%	7%
Asian/Islander	10%	14%
Other	7%	5%

American Community Survey 2017

# INCOME COMMUNITY PROFILE

South Lynnwood residents have **lower incomes** and a higher percentage of people below the poverty line compared to the City.

Income	South Lynnwood	Lynnwood
Per Capita Income	\$24,321	\$28,874
Median Household Income	\$48,500	\$58,852
Percent (%) Below Poverty Line	18%	14%

*American Community Survey 2017*



**LYNNWOOD**  
WASHINGTON

*A great deal more*

# SOUTH LYNNWOOD PROJECT

Progress to Date

# OVERVIEW

## SOUTH LYNNWOOD PROJECT

2017 Mar.

2018 Sept.

2019 Jun.

2020 Dec.

### Phase 1

- Build trust with community
- Identify community leaders
- Strengthen social connections
- Understand needs
- South Lynnwood Park Placemaking

### Phase 2

- Establish a vision
- Identify projects and policies to stabilize housing
- Provide opportunities for various land uses
- Improve access to transit and non-motorized transportation
- Serve as a model for other improvements throughout the City of Lynnwood

# PHASE I

## PROJECT SCOPE

Participation at local neighborhood events

City-led programming

Placemaking projects

Open house & design charrette with youth

Summer Internships

# PHASE I

## LOCAL NEIGHBORHOOD EVENTS



*National Night Out*



*Afro-Latino Festival*

# PHASE I

## CITY-LED PROGRAMS



*Movie in the Park*



*Summer Meals Partnership*



*Meet Me at the Park*

# PHASE I

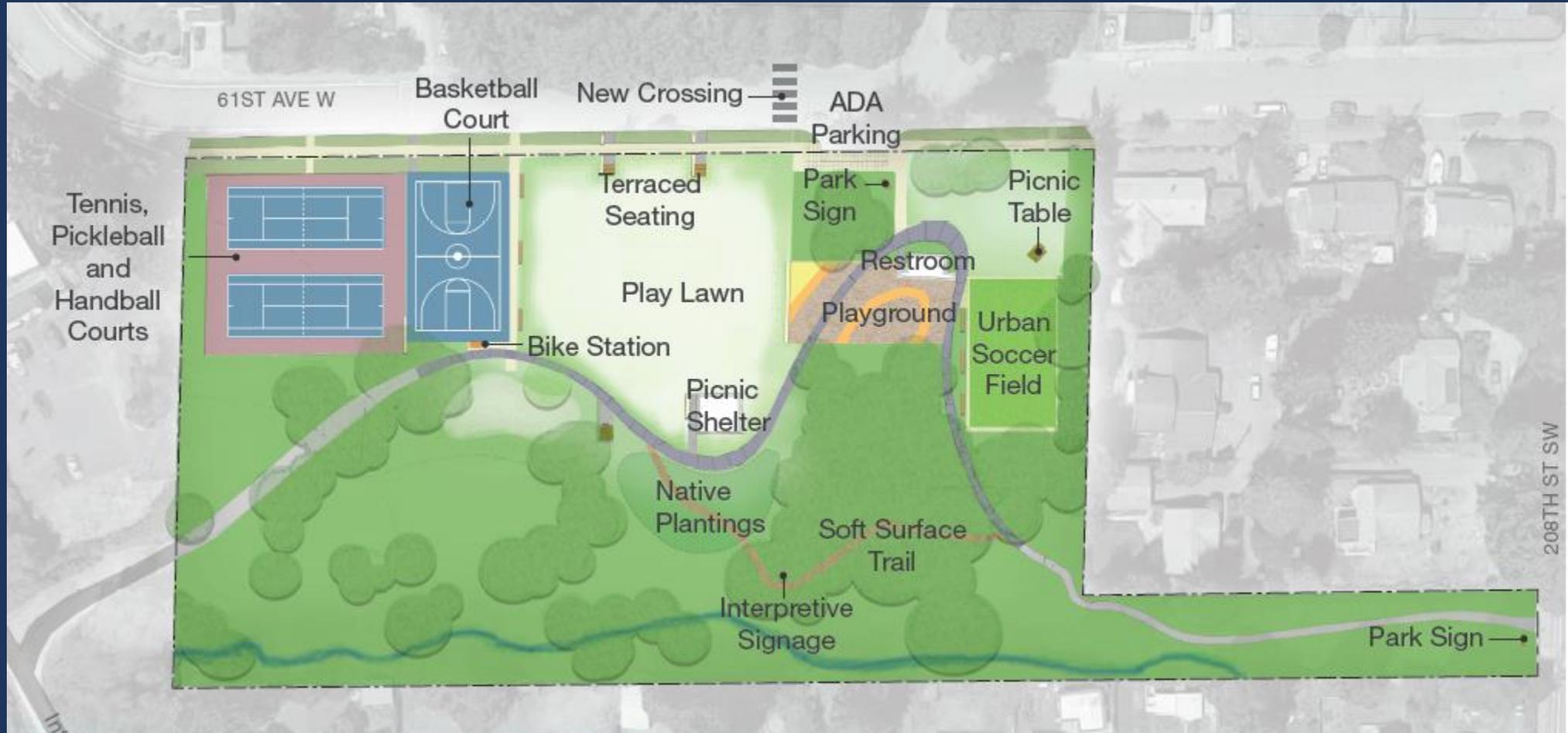
## PLACEMAKING PROJECTS



*South Lynnwood Park Revitalization*

# PHASE I

## PLACEMAKING PROJECTS



South Lynnwood Park Revitalization



# PHASE I PLACEMAKING PROJECTS



**FREE Curb-Side Pickup  
For South Lynnwood  
Residents**

**September 29, 2018**

YOU MUST REGISTER to have  
items picked up:



**Gratis Recolección de Cuneta  
Para Residentes de South  
Lynnwood**

**Septiembre 29, 2018**

USTED DEBERÁ INSCRIBIRSE para que  
recojan los artículos:



*For the Love of South Lynnwood – Fall Clean & Green Event*

*Spring Clean & Green Event*

# PHASE I

## SUMMER INTERNSHIPS



*Summer Event Outreach Internship*

# PHASE 2

## PROJECT SCOPE



Public Engagement



Existing Conditions Survey



Debrief



Recommendations



Project Management

# PHASE 2

## PRE-ENGAGEMENT

### SOUTH LYNNWOOD KICK-OFF MEETING - 6/14/19

#### GOALS

- ENGAGE TRADITIONALLY UNREPRESENTED GROUPS
- BUSINESSES (ALL)
  - ↳ MULTIFAMILY HOUSING
  - ↳ EDUCATE CITY COUNCIL
- OWNERSHIP/PEIDE
  - ↳ INCREASE CIVIC KNOWLEDGE & TRUST
  - ↳ BE A MODEL FOR THE CITY IN SETTING BEST PRACTICES
- STRENGTHEN PARTNERSHIPS
- ID NEIGHBORHOOD LEADERS

#### WHO HAVE YOU ENGAGED IN THE PAST?

- "OUTREACH & ENGAGEMENT CONTACTS" SPREADSHEET IN PROJECT ONEDRIVE
- NON-PROFIT ORGS.
  - PATHWAYS FOR WOMEN (YWCA)
- NEIGHBORS NEAR SLYNNWOOD PARK - CEDAR VALLEY
- MULTIFAMILY DEV.
  - WHISPERING PINE
  - FAITH-BASED ORGS
- LETI (ROBIN)
- NW CHURCH (NATIONAL NIGHT OUT PARTNER)
- VERDANT (SANDRA)

#### WHAT WORKED?

- PLANNING AHEAD FOR INTERPRETERS
- TRANSLATION
- HIRING LOCAL YOUTH (LETI)
- PARK EVENTS EFFECTIVE IN ENGAGING FAMILIES
- COORDINATE W/ EXISTING EVENTS
- FOOD + SNACKS (FINGER FOOD) - CULTURALLY APPROPRIATE
- PASSES + GIVEAWAYS = EFFECTIVE
- YARD SIGNS @ PARKS (1-WEEK PRIOR)

(A&A = KEY CONTACT)

LANGUAGES:

- SPANISH ✓
- KOREAN
- VIETNAMESE
- UKRAINIAN

#### VALUES

- ALLOW FOR ALL VOICES TO BE HEARD & CONSIDERED ✓
  - ↳ ID OTHERS FORM OF COMMUNICATION
- MULTIPLE FORMS OF CONTACT W/ CITY ✓
  - ↳ SUPPORT EACH OTHER
- PROACTIVE VS REACTIVE - SET REALISTIC INDICATORS
- CONSISTENT APPLICATION OF EFFECTIVE STRATEGIES IN S LYNNWOOD

#### WHO ELSE DO WE NEED TO ENGAGE?

- COLLEGE PLACE BEMENTARY SCHOOL
- ACTIVE PARENT GROUPS
- LYNNWOOD CHAMBER OF COMMERCE
- OYE MEDIA (AFRO-LATINO FESTIVAL)
- YOUTH MEDIA
- MEADOW-DALE HIGH SCHOOL
- EDMONDS COMMUNITY COLLEGE (SERVICE LEARNING)
- COPS + CLERGY

#### ADVICE?

- LEARN HOW THIS COMMUNITY WANTS TO BE ENGAGED
- GET PEOPLE TO COME OUT TO PARK EVENTS ✓✓
- SURVEYS HAD LOW TURNOUT
- MEET ME AT THE PARK & NATIONAL NIGHT OUT
  - ↳ BEST CHANCE TO ENGAGE S LYNNWOOD FOLKS
- PLACE MAKING STRATEGIES
- YOUTH MEDIA
- EXPLORE POTENTIAL DIGITAL/SOCIAL MEDIA TOOLS WHEN LEARNING HOW COMMUNITY WANTS TO BE ENGAGED

#### FEARS

- REMAINING IN THE STATUS QVO
- NOT ENGAGING UNDER-REPRESENTED GROUPS
  - ↳ FEAR OF MISSING AN OPPORTUNITY
- GETTING DERAILED AT COUNCIL ✓
- NIMBY-ISM ✓

Pre-Engagement Kick Off Meeting Wall graphic Notes

# PHASE 2 COMMUNITY SURVEY



Surveying at Afro-Latino Festival

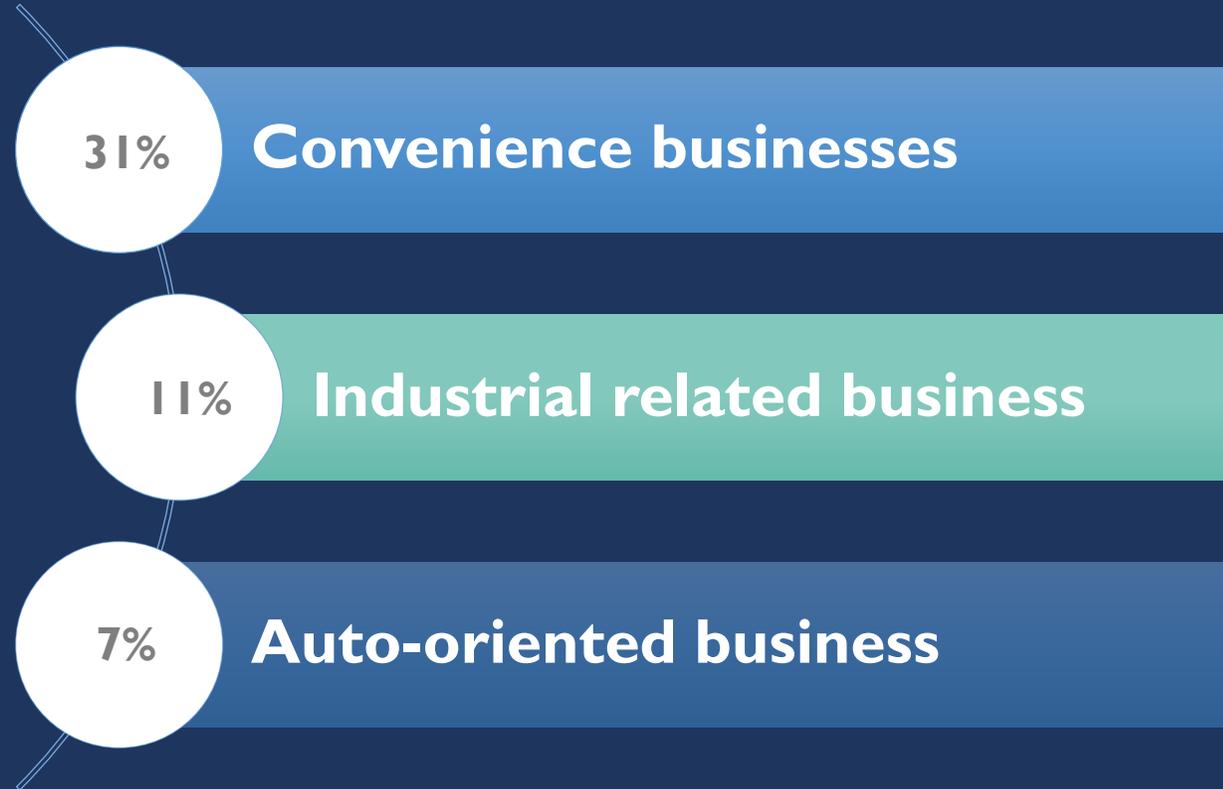


Surveying at Meet Me at the Park

# PHASE 2

## BUSINESS SURVEY

### Major Business Type



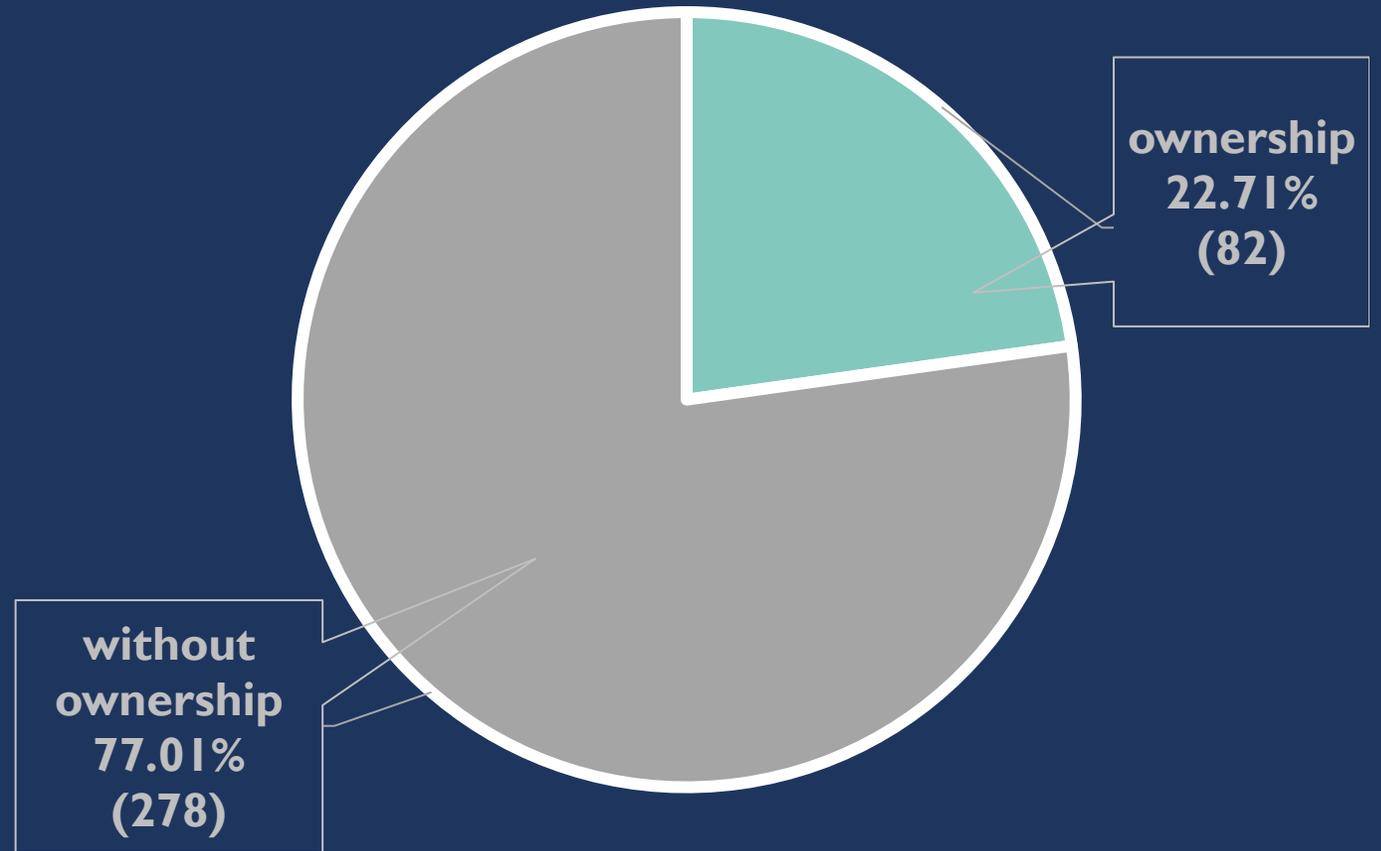
*Data source: Snohomish County Assessor*

# PHASE 2

## BUSINESS SURVEY

### Owner Occupied%

**22.71%** (82/360) of the businesses in South Lynnwood Area **own** their properties, while **77.1%** of them do not.



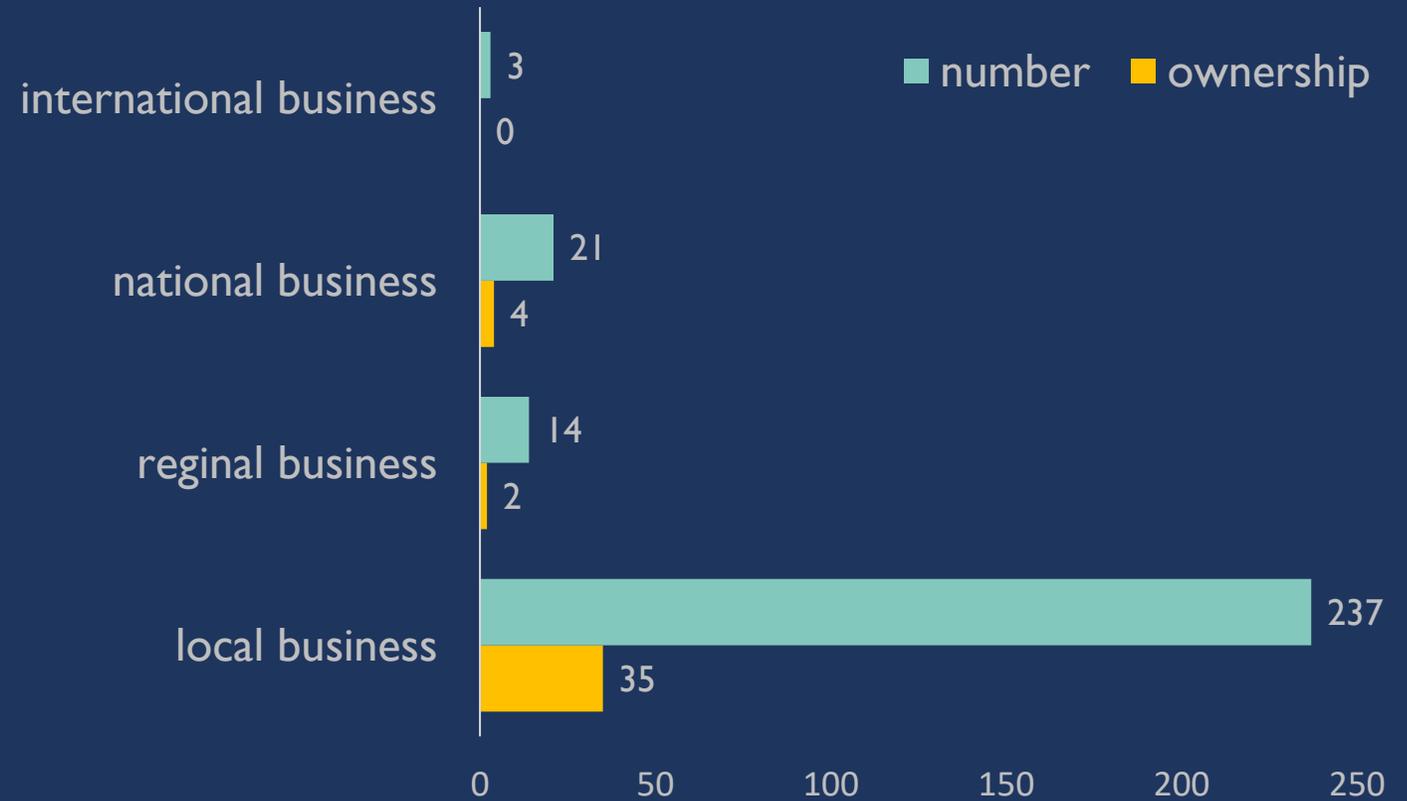
*Data source: Snohomish County Assessor*

# PHASE 2

## BUSINESS SURVEY

### Local Businesses

**86.18%** (237/275) of the businesses under non-residential use code are operate at local level.



*Data source: Snohomish County Assessor*

# PHASE 2

## EXISTING CONDITION

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Introduction

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Demographic Analysis and Change

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Land Use and Urban Form

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Housing Profile

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Economic Analysis

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Workforce and Jobs

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Environmental Survey

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Summary of Pre-Engagement Findings

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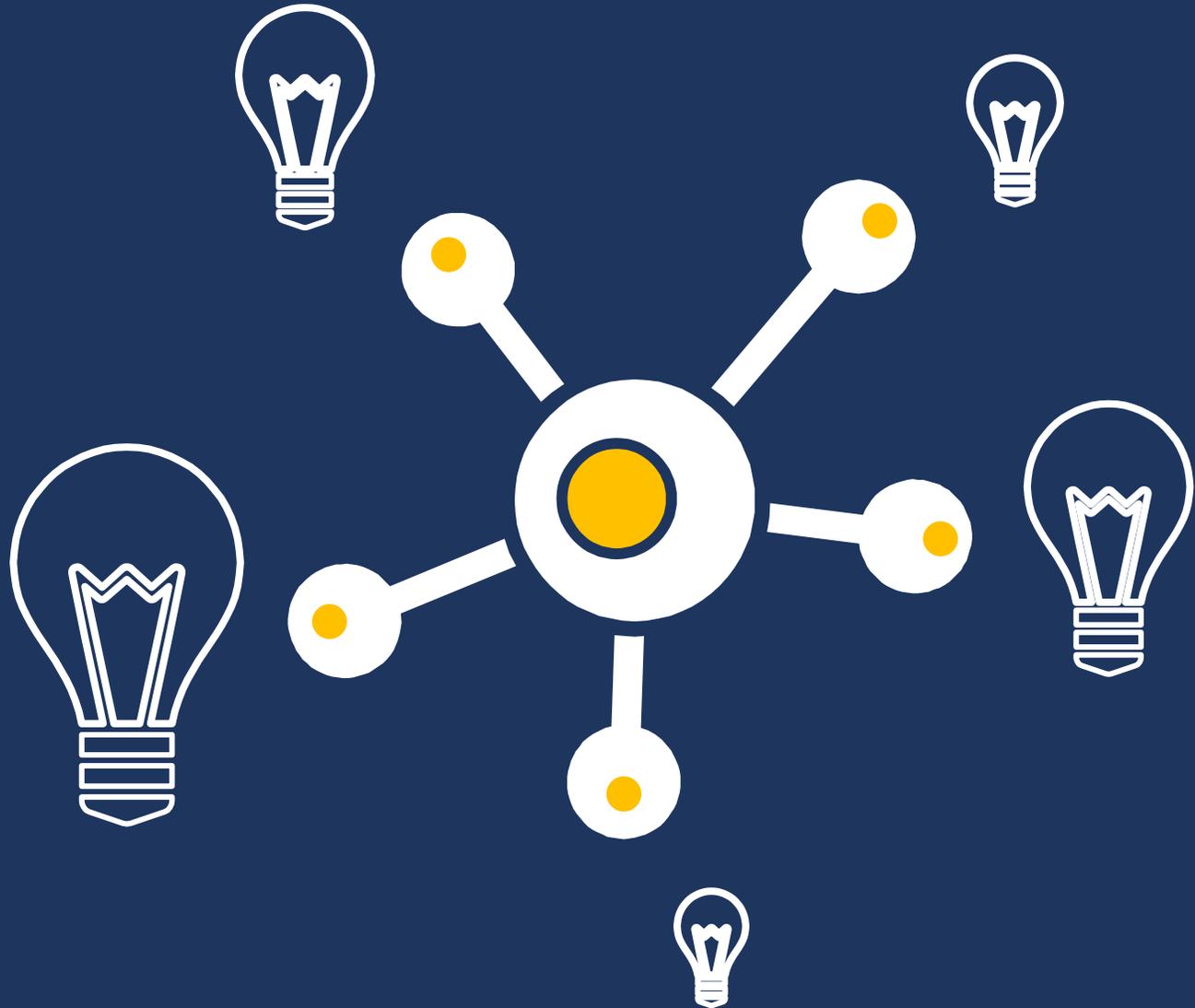
Conclusion

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> Companion Document: Public Engagement Plan

# PHASE 2

## CO-DESIGN COMMITTEE



# NEXT STEPS



# DISCUSSION